

POSITION DESCRIPTION

1. General Information

Position title	Assistant Director of Marketing
Primary Function	Exempt, 37.5 Hours
Reports to (title)	Marketing and Communications Director
Department	Marketing and Communications
Date	January 16th, 2020

2. Primary Function

The Assistant Director of Marketing plays the lead role in marketing FASEB products and services to external audiences, including the Science Research Conference Series, journals (*The FASEB Journal* and *FASEB BioAdvances*), society membership, and annual BioArt competition.

3. Major Duties and Responsibilities

Rank	Duty/Responsibility	Percentage of time
1	Develop and execute marketing plans for the annual Science Research Conference (SRC) Series, comprised of ~35 small, topic-specific meetings. Goals are to increase attendance and build awareness of the SRC brand. Components include email marketing (including third-party), individual conference websites, collateral development, marketing webinars, and social media outreach. Perform a competitive analysis to inform activities moving forward.	35
2	In coordination with scientific publisher, conduct marketing activities for two journals: <i>The FASEB Journal</i> , established in 1912 and self-published until recently; and <i>FASEB BioAdvances</i> , an open access journal launched in 2017. Primary goal is increasing author submissions; ancillary goals are increasing readership and engagement.	25
3	Lead marketing activities geared toward communicating the value of the federation to current members and to potential new members.	25
4	Additional marketing activities and department projects as assigned, e.g. Experimental Biology annual meeting, annual BioArt competition, writing and editing, Executive Office projects, and member service projects.	15

Incumbent is expected to perform other duties as assigned by the Executive Director in support of the organization's goals and FASEB's needs.

4. Direct Reports

Position titles of direct reports	# in position	# supervised by direct reports	
		Exempt	Non-exempt
Marketing & Communications Coordinator	1		X



5. Knowledge & Skills	Indicate the minimum education level (or equivalent experience) required in your position.		List the skills applicable to your position and indicate the minimum proficiency required: A= Novice; B= Proficient; C=Expert		
	Check those which apply		Subject or major field of study	Skill (Specify equipment/system, e.g., MS Word, Communication Skills, Customer Service)	Minimum Proficiency
	x	High school		Marketing plan/campaign development	C
		Prof/technical		Digital marketing experience: web analytics, email, retargeting	C
		College courses		Client service and interpersonal skills	C
	x	Bachelor's degree	Marketing, communications, or related discipline	Writing and editing	C
	Master's degree		Competitive analyses	B	
x	Other	6-8 years relevant experience; strong preference for association experience.			



6. Key Decisions & Guidelines	Give two or three examples of decisions you make or actions you may take without prior approval.	<ul style="list-style-type: none"> Marketing execution based on approved marketing plans. Routine tactical decisions.
	Give two or three examples of decisions you refer to a higher authority.	<ul style="list-style-type: none"> Content decisions involving member societies or third parties. Requests for publicity or information-sharing from third parties.
	Indicate any special policies, formal procedures, or precedents that guide your work.	<ul style="list-style-type: none"> Marketing best practices. AP style.

7. Key Challenges	Briefly describe the most difficult problems you encounter and complex tasks you perform in your work.	<ul style="list-style-type: none"> Developing successful marketing plans and executing against them.
	Briefly describe the work which provides the greatest opportunity to use new or different methods or innovative approaches.	<ul style="list-style-type: none"> Deploying new tools and technologies, such as digital, across all areas of responsibility (conferences, journals, membership).

8. Working Relationships	Position	Department/Organization	Purpose (What is important is the content of these interactions. Describe what happens as a result of these contacts)
	CEO	Executive Office	Occasional board-level requests for graphics and collateral materials; engagement on member value initiative.
	SRC staff members	FASEB Office of Scientific Meetings & Conferences	Interplay on marketing activities with SRC conference managers and staff.
	FASEB colleagues	FASEB-wide	Promotion-oriented requests from all staff.
	Marketing and communications colleagues	Member societies	Collegial, best-practice-oriented interactions with MarCom staff at member societies.

9. Working Conditions	<p>This position requires sitting (80%), standing (5%), and walking (15%). Additional physical requirements are as follows:</p> <ul style="list-style-type: none"> Occasionally requires lifting materials of approximately 20 lbs. Requires computer work involving extensive use of keyboard, mouse and monitor.
	<p>Work Environment/Conditions:</p> <ul style="list-style-type: none"> Dayshift hours primarily <p>Travel and other work-related assignments on weekends are possible.</p>